

**THE EMBODIMENTS OF THE INVENTION IN WHICH AN EXCLUSIVE  
PROPERTY OR PRIVILEGE IS CLAIMED ARE DEFINED AS FOLLOWS:**

1. A system for creating customized greeting cards  
5 comprising a web server having associated therewith a  
database of categorized expressions, a database of  
categorized images, a selection process for entering user  
information used to search each database to form a  
10 reduced portion of each database that may be appropriate  
for selection by the user, means for a user to identify a  
particular expression and a particular image to thereby  
define a customized greeting card, an arrangement for  
associating with the customized greeting card a related  
15 sale or promotion, a printing arrangement for printing  
the customized greeting card, and a delivery arrangement  
for delivering the printed greeting card to a recipient.
2. A system as claimed in claim 1 wherein said  
delivery arrangement uses a postal address.  
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3. A system as claimed in claim 1 wherein said  
customized greeting is associated with a sale of a gift  
product.
- 25 4. A system as claimed in claim 1 wherein said  
customized greeting card is associated with an  
advertisement of a party different from the manufacturer  
of the card.
- 30 5. A system as claimed in claim 4 wherein said  
advertisement is a sales promotion.
6. A system as claimed in claim 1 wherein  
customized greeting card is associated with a gift  
35 certificate delivered with the card.

7. A system as claimed in claim 6 wherein said gift certificate is attached to said card.

8. A system as claimed in claim 7 wherein said gift certificate is attached as a third panel of a two panel greeting card.

9. A system as claimed in claim 1 wherein a gift is sent with said card and said gift is selected using said website.

10. A system as claimed in claim 1 wherein said greeting card and the delivery thereof are free to said user.

11. A system as claimed in claim 1 wherein a cost of manufacture of said greeting card is partially funded by said associated sale or promotion.

12. A system as claimed in claim 11 wherein said website includes advertisements viewed when using said website.

13. A system as claimed in claim 9 wherein said website based on user provided information makes a series of recommendations of appropriate gifts available using said website.

14. A system as claimed in claim 1 wherein at least one of said images and said expressions are categorized by occasion.

15. A system as claimed in claim 1 wherein the categorization of said expressions is used as part of the categorization of said images.

16. A system as claimed in claim 1 wherein said sale or promotion is an advertisement partial selected based on the information entered by the user.

5 17. A system as claimed in claim 1 wherein said website includes a database of advertisers and related criteria used to pair an advertisement with an appropriate customized greeting card.

10 18. A system as claimed in claim 17 wherein the cost of the advertisement paired to a greeting card is used to subsidize the cost of the greeting card charged to the user.

15 19. A system as claimed in claim 1 including a database of corporate marketing information.

20 20. A system as claimed in claim 20 including databases of categorized expressions and categorized images appropriate for corporate greeting or acknowledgement cards.

25 21. A process of creating customized corporate communications comprising  
accessing a web server having associated therewith a database containing a series of specific corporate communications associated with a particular corporate/client event and a database containing a series of marketing communications associated with the wares and/or services of the corporation,

30 selecting an appropriate specific corporate communication and providing client information to allow sending of said corporate communication to at least one client,

35 producing a printed customized corporate communication having said selected specific corporate

communication and at least one marketing communication associated with the wares and/or services of the corporation, and

5        sending said printed customized corporate communication to an address associated with said client information.

22.        A process as claimed in claim 21 including said web server including a database of corporations  
10        authorized to produce customized communications and said database of specific corporate communications and said database containing said series of marketing communications are divided to be specific to particular corporation.

15        23.        A process as claimed in claim 22 wherein each printed customized communication includes identification of the corporation as the producer of the printed customized communication.

20        24.        A process as claimed in claim 21 wherein said printed customized communication is a greeting card or an acknowledgement card.

25        25.        A process as claimed in claim 24 wherein said specific corporate communication includes a database of images and said process includes selecting of an image of said database of images as part of the printed customized communication.

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